

# Preparing for the Growth of Fort Bliss

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Presentation of the  
Greater El Paso  
Chamber of  
Commerce

*Business  
Development  
Division*

# Purpose of our effort

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- Provide businesses with the necessary support and information, to assure their success, in capturing the potential business opportunities at Fort Bliss with the arrival of the CAV unit of action.



# The Chambers Two Track Effort



## Business Track

- The business track must be viewed from both the government procurement side and non-government procurement such as retail sales, restaurants, etc.
- The Chamber will develop a series of information outreaches that will inform business of potential opportunities with the new arrival of troops.
- Data base partnership

## Family Track

Four main efforts will be put forward in the family track

- Welcome Kits
- Familiarization Receptions
- Adopt a soldier
- Media Blitz

\*Pilot of effort on April 1<sup>st</sup> or 2<sup>nd</sup> with soldiers of 1/44 ADA

# Business Track

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# Timeline

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1. January 25 - Coordinated a strategy with Congressman Reyes office and local partners.
2. February 1 - Develop a task forces to deal with specific issues relating the the troop arrival.
3. February - Identify the potential business opportunities and match current business data bases to these opportunities.
4. February - Work with the Corps of Engineers, Fort Bliss Contracting and GSA to help us identify opportunities and collaborate with us on doing outreach sessions with local business.
5. February/March - Schedule a series of outreach sessions with existing business organizations and in areas of the community that are not normal participants in the government contracting opportunities.
6. February 21 - Develop a series of sessions, a contracting 101 course that helps business grow their capacity and teaches them the does and don't of doing business with the federal government.
7. Congressman Reyes' Office together with the Chamber will coordinate these efforts with the Department of the Army and Fort Bliss through their respective liaisons (On going).

# What will the units be looking for?

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- February 23 – The Fort Bliss Contracting Office participated in an outreach sponsored by the Chamber for businesses not bidding on government contracts. For example – car rentals, goods and services
- The session was attended by 47 local businesses representatives

# Contracting Outreach



- First outreach on February 28
- Congressman Silvestre Reyes and Mayor Joe Wardy addressed the contractors present at the outreach.
- COL Bryon Greenwalt the businesses on the future opportunities that will be a part of the CAV movement.
- The Corps of Engineers briefed the businesses on requirements of the projects.
- GMH the Fort Bliss RCI contractor briefed the businesses on business opportunities for the RCI contract.

# Family Track

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# Family Track Team

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- Welcome Kits



- Familiarization Receptions



- Adopt a soldier



- Media Blitz

# Concerns and their Solutions

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# Transitional Housing

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**EPHMA**  
El Paso Hotel Motel Association

- COL Bloomer briefed the Association at their monthly meeting on the arrival of the new troops.
- The current occupancy in El Paso would be able to support transitional housing for newly arrived soldiers.
- The group is ready to take on troops arriving at Fort Bliss for training purposes.

# Apartments

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el paso apartment association

- Beginning in May, the Association will sponsor cookouts for soldiers at ten different locations throughout the El Paso community. The purpose of the effort will be to familiarize the soldiers with the community. No sales pushes will be made.
- Commanders and CSM's will be provided with pool and workout privileges to facilities.
- The Association has agreed to work with the Chamber on the Welcome Center effort.
- No serious occupation problems have been identified.

# Housing

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- On February 11, the Chamber hosted a meeting with members of the board of the El Paso Home Builders Association.
- COL Bloomer briefed them on how the future of Fort Bliss will effect their market.
- The Builders took the positive attitude that "You bring them, we will build them."
- Areas of concern centered around the inspection process, appraisals and BAH's.
- The Association has agreed to work with the Chamber on the Welcome Center effort.

# Realtors

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- COL Bloomer briefed the Board on the arrival of new troops to Fort Bliss
- Concerns regarding the timeline for the troop arrival was discussed.
- Concerns regarding VA appraisals were discussed.
- The Association has agreed to work with the Chamber on the Welcome Center effort.

# Public School System

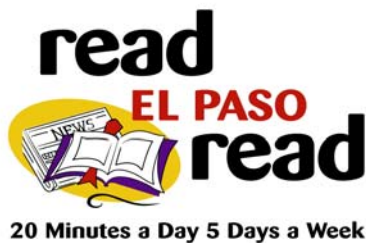


**SOCORRO ISD**  
*The New* **Frontier**

- Congressman Silvestre Reyes, Mayor Joe Wardy and Fort Bliss Commanding General, MG Michael Vane have facilitated meetings with the local school district superintendents and boards to assure a quality education for the children of military personnel
- The schools districts have agreed to certain goals to achieve a better quality education for the children of military personnel – For example: 10% increase in SAT scores, good news stories on the school districts to be a part of the Fort Bliss website

# Literacy Issue

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- In a recent article on the literacy of El Paso Citizens, the community was not seen in a favorable view. The El Paso Empowerment Zone funded the Read El Paso Read campaign. The EZ worked with Fort Bliss and other community organizations to bring awareness to the importance of reading and provided free books for El Paso area children.

# The Chamber's Commitment

Working with Fort Bliss and the El Paso community, the Chamber is ready to take on any task that will assure that the arrival of soldiers within the next eight months will be a positive experience for soldiers and their families and an opportunity for business growth for the local economy. We want to make this whole process a Hooah experience.

